



The U.S. Environmental Protection Agency's **ENERGY STAR® Labeled Homes Program** promotes the use of high-efficiency technologies and equipment. ENERGY STAR Labeled Homes use at least 30% less energy than homes built to meet the national Model Energy Code while maintaining or improving indoor air quality. These fact sheets are designed to help consumers learn more about the energy-efficient improvements to their ENERGY STAR Labeled Home

POSITIONING AN ENERGY STAR® LABELED HOME FOR HIGHER RESALE VALUE

ENERGY STAR LABELED HOME "BRAND NAME" VALUE

Although future resale is often one of the last items thought about when buying a new home, it is important to recognize that an ENERGY STAR Labeled Home is positioned for higher resale value. Follow these three simple steps to optimize your financial investment.

STEP 1: SAVE KEY INFORMATION

Your ENERGY STAR Labeled Home differs from less efficient homes. Emphasizing these differences can help you negotiate a higher selling price.

Save the utility bills. Low utility bills help document your home's low ownership cost. Studies show that homes with lower energy bills realize impressive gains in resale value. Start saving your bills in a file or noting your monthly payments on a tracking sheet as soon as you move into your ENERGY STAR Labeled Home.

Save your ENERGY STAR Home Fact Sheets. The fact sheets included in this package cover a wide range of energy features. Save the sheets and use them as a sales tool to explain your home's added value.

Save your Energy Star Home Calc Cash-Flow Summary. Most ENERGY STAR Home builders have software called ENERGY STAR Home Calc that evaluates the "real cost" of owning a home; the monthly mortgage and monthly utility bills. Typically, Home Calc evaluations show how ENERGY STAR Homes cost less to own every month where the monthly utility savings exceed any small increment in the monthly mortgage to pay for extra energy features. Thus, every month, your home can provide you with a profitable return. Your prospective buyers should see this information as well, especially where verified or made even more impressive by your actual utility bills.

Save ENERGY STAR Labeled Materials. Every ENERGY STAR Home comes with a certificate customized for each home's specific address. In addition, many builders provide a sticker often attached to the home's electrical panel. Over time, look for an increasing number of prospective homebuyers to recognize the added value and lower cost associated with the ENERGY STAR brand name.

Save your Home Energy Rating Checklist.

Typically, a home energy rater evaluates a home to verify its ENERGY STAR qualifications. This includes either a numerical score (must have a minimum score of 86) or a prescriptive package checklist. This verification represents the true "third-party" review process that went into your home before it was purchased from the builder.

STEP 2: PROVIDE MATERIALS TO YOUR REAL ESTATE AGENT AND APPRAISER

Once you make the decision to sell your home everyone acting on your behalf needs to know that it has special value and cost advantages. Give relevant documents to your realtor so he or she can better learn the benefits of your home. Ask them for ideas on how to use these materials in the selling process. Also make sure the appraiser understands these materials to more accurately assess the value of your home.

STEP 3: SHOWCASE MATERIALS DURING THE SALES PROCESS

Assemble the information saved from Step 1 in a file folder or box. Also consider labeling your home's key energy efficiency features, such as tight construction, improved insulation, advanced windows, tight ducts, high-efficiency equipment, etc. and highlight their benefits.

POSITIONING AN ENERGY STAR® LABELED HOMES FOR HIGH RESALE VALUE

ENERGY STAR LABELED HOME "BRAND NAME" VALUE

RESOURCES

The Consumer Guide to Home Energy Savings (Wilson and Morrill) 5th edition, 1996, available from the American Council for an Energy Efficient Economy at 510-549-9914

Homemade Money (Heede and the staff of RMI), 1995, available from the Rocky Mountain institute at 970-927-3851

FIGURE 1: HOW TO POSITION YOUR HOME FOR HIGHER RESALE VALUE

STEP 1: SAVE KEY INFORMATION



STEP 2: PROVIDE MATERIALS TO YOUR REAL ESTATE AGENT AND APPRAISER



STEP 3: SHOWCASE MATERIALS DURING THE SALES PROCESS

